

## *Panel 3*

### The Future of the Corporate Credit Union System – A Facilitated Discussion



**Bob Hoel, Ph.D.**

**Fellow, Filene Research Institute and  
Professor Emeritus of Business, Colorado State University**

Bob frequently speaks about credit union challenges and opportunities at meetings of credit union leaders, regulators, auditors and others. He has spoken at conferences in all 50 states plus Canada, Mexico, Europe, Africa, Asia, Australia, South America, and New Zealand.

Prior to joining the Filene Research Institute, a research and innovation organization specializing in credit union and consumer finance issues, Bob was Professor of Business and Chairman of the Department of Marketing at Colorado State University. He received Colorado State University's "Outstanding Business Professor Award" on three separate occasions. While

at Colorado State, he was chairman of his credit union's board of directors.

Currently, Bob is a member of the board of directors of Public Service Credit Union in Colorado and also of the Credit Union Foundation of Colorado and Wyoming. He serves on committees of the Credit Union National Association and the National Federation of Community Development Credit Unions.

Bob is the 2008 recipient of the Herb Wegner Lifetime Achievement Award "for his many contributions to the success of credit unions." This annual award is made by the National Credit Union Foundation on behalf of the U.S. credit union movement. Also in 2008, Bob was inducted into the Credit Union Executives Society's Hall of Fame.